

Focus Group: May 18 (Men)
Seattle, Washington

EV Label Design Worksheet (#2)

Option	Most Understandable	Least Understandable
A	3	3
B	1	2
C	4	3
Which vehicle is more fuel efficient?		
	Option 1	Option 2
A	8	0
B	2	6
C	0	8

EREV Label Design Worksheet (#3)

Option	Most Understandable	Least Understandable
A	2	2
B	3	2
C	3	3
Which vehicle is more fuel efficient?		
	Option 1	Option 2
A	1	7
B	8	0
C	8	0

PHEV Label Design Worksheet (#4)

Option	Most Understandable	Least Understandable
A	2	2
B	1	5
C	5	1
Which vehicle is more fuel efficient?		
	Option 1	Option 2
A	0	8
B	7	1
C	0	8

Compare Vehicle Technologies Worksheet #5

	EV	EREV
30 miles?	7	3
50 miles?	7	1
100 miles?	0	7
Enviro friendly	8	0

Environmental Metric Worksheet #6

Label	First Choice	Second Choice
A	2	2
B	0	2
C	1	2
D	1	0

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PHEV

0
0
1
0

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E	4	2
F		

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